



California Regional Water Quality Control Board San Diego Region



Matthew Rodriguez
Secretary for
Environmental Protection

Over 50 Years Serving San Diego, Orange, and Riverside Counties
Recipient of the 2004 Environmental Award for Outstanding Achievement from USEPA

9174 Sky Park Court, Suite 100, San Diego, California 92123-4353
(858) 467-2952 • Fax (858) 571-6972
<http://www.waterboards.ca.gov/sandiego>

Edmund G. Brown, Jr.
Governor

January 6, 2012

Certified Mail – Return Receipt Request
7010 1060 0000 4952 9857

Mr. & Mrs. Conti, Owner
Conti & Son Monument Company
3871 Imperial Avenue
San Diego, CA 92113

In reply refer to:
Application ID: 422953

Dear Mr. & Mrs. Conti:

**Subject: Requirement to Enroll Under Industrial Storm Water General Permit,
Conti & Son Monument Company, 3871 Imperial Avenue, San Diego**

Pursuant to California Water Code (CWC) Section 13399.30, you are hereby notified that Conti & Son Monument Company, San Diego is required to enroll under Order No. 97-03-DWQ, National Pollutant Discharge Elimination System (NPDES) General Permit No. CAS000001, *Waste Discharge Requirements (WDRs) For Discharges of Storm Water Associated with Industrial Activities Excluding Construction Activities*. Order No. 97-03-DWQ (Industrial Storm Water General Permit) was issued by the State Water Resources Control Board on April 17, 1997 and is enforced locally by the California Regional Water Quality Control Board, San Diego Region (San Diego Water Board). Our records indicate that coverage under the Industrial Storm Water General Permit for your facility located at 3871 Imperial Avenue in San Diego is mandatory, cut stone & stone products (SIC 3281). On December 27, 2011, a San Diego Water Board inspector visually inspected your facility from the street and alley behind Imperial Avenue during the course of an inspection of a neighboring business and confirmed that coverage is required for your facility.

The Industrial Storm Water General Permit is an NPDES permit that regulates discharges associated with 10 broad categories of industrial activities. This permit requires the implementation of management measures that will achieve the performance standard of best available technology economically achievable (BAT) and best conventional pollutant control technology (BCT). The Industrial Storm Water

General Permit also requires the development of a Storm Water Pollution Prevention Plan (SWPPP) and a water quality monitoring plan. Through the SWPPP, sources of pollutants are to be identified and the means to manage the sources to reduce storm water pollution are described. The permit requires that an annual report be submitted each July 1.

California Environmental Protection Agency



For more information regarding the Industrial Storm Water General Permit, please see our website:

http://www.waterboards.ca.gov/water_issues/programs/stormwater/industrial.shtml

Enclosed with this letter please find a copy of the Industrial Storm Water General Permit and associated forms. To apply for coverage under the permit, you must submit a Notice of Intent (NOI), which is included in the packet. Within thirty days, please submit a completed NOI, a site map of the facility, and the application fee of \$1008 made payable to "State Water Resources Control Board." All materials must be sent to the following address:

State Water Resources Control Board
Division of Water Quality
Attn: Storm Water Section
P.O. Box 1977
Sacramento, CA 95812-1977

Failure to seek coverage could result in a mandatory minimum penalty of not less than \$5000 per year of noncompliance pursuant to CWC sections 13399.30 and 13399.33.

In the subject line of any response, please include the requested "In reply refer to:" information located in the heading of this letter. For questions pertaining to the subject matter, please contact Ms. Whitney Ghoram at (858) 467-2967 or wghoram@waterboards.ca.gov.

Respectfully,

Eric S. Barker for

DAVID T. BARKER, P.E.
Supervising Water Resource Control Engineer
Surface Waters Basins Branch

DTB:esb:wjg
Enclosures:

1. Order No. 97-03-DWQ (Industrial Storm Water General Permit)

Cc: (w/o encl.)

Mr. Vincent Barnese, Storm Water Inspector II, Enforcement & Inspection Section, Storm Water Department, 9370 Chesapeake Drive, Suite 100, MS1900, San Diego, CA 92123

Application ID.	422953
NPDES No.	CAS000001
WDID	937IN601715
Inspection ID	2013688

SENDER: COMPLETE THIS SECTION

- Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.
- Print your name and address on the reverse so that we can return the card to you.
- Attach this card to the back of the mailpiece, or on the front if space permits.

1. Article Addressed to:

MR + MRS Conti
 Conti + Son Monument Co.
 3871 Imperial Ave
 SAN DIEGO, CA 92113

2. Article Number
(Transfer from service label)

7010 1060 0000 4952 9857

PS Form 3811, February 2004 1-6

Domestic Return Receipt

Chorani

102595-02-M-1540

COMPLETE THIS SECTION ON DELIVERY

A. Signature

X

- Agent
- Addressee

B. Received by (Printed Name)

C. Date of Delivery

D. Is delivery address different from item 1? Yes
 If YES, enter delivery address below: No

3. Service Type

- Certified Mail
- Express Mail
- Registered
- Return Receipt for Merchandise
- Insured Mail
- C.O.D.

4. Restricted Delivery? (Extra Fee) Yes



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Restricted Delivery Fee (Endorsement Required)	
Total Postage & Fees	\$5.59

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Sent To MR. Conti, Conti + Son Monuments
 Street, Apt. No.,
 or PO Box No. 3871 Imperial Ave.
 City, State, ZIP+4 SAN DIEGO, CA 92113

PS Form 3800, August 2006

See Reverse for Instructions